



**Sean Rogan**  
Executive Director

**HOUSING AUTHORITY  
of the County of Los Angeles**

Administrative Office

2 Coral Circle • Monterey Park, CA 91755

323.890.7001 • TTY: 323.838.7449 • [www.lacdc.org](http://www.lacdc.org)



**Gloria Molina**  
**Mark Ridley-Thomas**  
**Zev Yaroslavsky**  
**Don Knabe**  
**Michael D. Antonovich**  
Commissioners

July 24, 2012

The Honorable Board of Commissioners  
Housing Authority of the  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, California 90012

Dear Commissioners:

## ADOPTED

BOARD OF COMMISSIONERS  
HOUSING AUTHORITY

1-H July 24, 2012

SACHI A. HAMAI  
EXECUTIVE OFFICER

### **REVISED SEAL FOR THE HOUSING AUTHORITY OF THE COUNTY OF LOS ANGELES (ALL DISTRICTS) (3 VOTE)**

#### **SUBJECT**

This letter recommends approval of a revised seal for the Housing Authority of the County of Los Angeles (Housing Authority). The new seal incorporates the Commission's mission statement, "We Build Better Lives and Better Neighborhoods," as well as imagery that reflects this mission.

#### **IT IS RECOMMENDED THAT YOUR BOARD:**

Approve and adopt a revised seal for the Housing Authority.

#### **PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

The Housing Authority's current seal uses the same imagery as the County's seal. A new seal will reinforce the Housing Authority's distinct identity and mission by incorporating our mission statement and imagery that reflects this mission. A related action on today's agenda also seeks approval of a revised seal for the Community Development Commission (Commission). Having three distinct seals for the County, the Commission, and the Housing Authority will also help reduce any confusion about the Commission and Housing Authority's status as separate and distinct legal entities within the County family.

#### **FISCAL IMPACT/FINANCING**

There is no impact on the County general fund. The new seal will be used for the Housing Authority website, letterhead, business cards, and all other Housing Authority-branded materials. However,

The Honorable Board of Supervisors

7/24/2012

Page 2

these materials already require updating with the Housing Authority's new address as we move to our new headquarters in Alhambra in October 2012. Rebranding with the new seal will coincide with the move so as not to incur any additional costs.

**FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

The revised seal is attached to this letter. Upon approval by your Board, the Housing Authority will begin transitioning to the new seal in all Housing Authority-branded materials, with full implementation complete in time for the move to our new headquarters in Alhambra in October 2012.

**IMPACT ON CURRENT SERVICES (OR PROJECTS)**

The new seal will more accurately reflect the identity and mission of the Housing Authority.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Sean Rogan", followed by a horizontal line.

SEAN ROGAN

Executive Director

SR:nt

Enclosures

HOUSING AUTHORITY

We Build Better Lives  
& Better Neighborhoods



COUNTY OF LOS ANGELES